

Lianxun (Jasmine) WANG.

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User Experience Designer

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EDUCATION

University of Pennsylvania

Sep. 2021 - expected May. 2025

Bachelor of Fine Art
Psychology Minor
Digital Humanities Minor

Google UX Design Certificate

Mar. 2023

SKILLS

User Research
Storyboarding
Rapid Prototyping
Wireframing
Information Architecture
Usability Testing
Design System

Interaction Design
Service Design
Graphic Design
Product Design

Front-end Coding
3D Modeling
Branding
Illustration

TOOLS

Figma
Sketch
Adobe CC (Ps, Ai, Pr, Lr, Id)
Cinema 4D
Webflow
Tableau
Microsoft Office Suite
HTML, CSS
Java
Python

WORK EXPERIENCE

UI/UX Designer, Clocky LLC

Los Angeles, CA | May. 2023 - present

Directly worked with the company's CEO to deliver a comprehensive website redesign, adding 6 new features and optimizing the user flow.

- **Web Architecture Analysis:** Conducted extensive research on 20+ case studies, analyzing recurring patterns in web architecture.
- **Visual and Navigation:** Improved the conversion rate by restructuring the visual hierarchy and expanding merchandise showcase. Elevated the brand's visual identity by enhancing the UI aesthetics and refining the design system.

Designer, Ergeng Network Technology Co Ltd.

Hangzhou, China | June. 2023 - Aug. 2023

Collaborated with the creative director to create 50+ branding visual contents.

- **Visual Design:** Designed compelling visual contents for live shows with 10k+ online viewers, and 10+ graphics for the company's social account.
- **Branding:** Conceptualized and developed the brand mascot, encapsulating the core essence of brand identity.

Curator, Penn Museum

Philadelphia, PA | Sept. 2023 - present

Led a team of 3 to design, structure, and curate visual and narrative elements to ensure alignment with the cultural and historical significance.

PROJECTS

Design Lead, MyKitchenPal

An AI-powered digital food cabinet with personalized nutritional advice and recipe recommendations

- **Opportunity Pitch:** Formulated unique value propositions through thorough market research, collecting behavioral data during MVP testing.
- **User Flow Prototyping:** Rapidly prototyped 40+ interfaces and 2-3 complete clickable user flow within various scenarios in 10 hours, receiving an average System Usability Scale (SUS) score of 18.2 out of 20.

Design Lead, CollabCube

A team management web application for college students to connect with credible teammates by incorporating credibility system

- **Project Management:** Spearheaded a cross-country collaboration to develop the MVP of CollabCube, conducting 3 rounds of user research and gathering 70+ quantitative and 15+ qualitative data points.
- **Iterating and Testing:** Extracted 4 key insights from usability test, resulting in 3 strategic enhancements which increased the SUS score by 11.9%.

UI/UX Designer, The Signal

A project showcase website for The Signal @Penn.

- **Interaction design:** Redesigned the club website, enriching the web experience by refining visual languages and interactive features.